DOCUMENT RESUME

ED 463 784 JC 020 291

AUTHOR	Seymour, Nicole
TITLE	Entrepreneurship Education in American Community Colleges and Universities.
INSTITUTION	Adjunct ERIC Clearinghouse on Entrepreneurship Education, Los Angeles, CA.
PUB DATE	2001-12-00
NOTE	9p.
PUB TYPE	Information Analyses (070)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	*Business Education; *College Curriculum; *College Programs; College Role; *Community Colleges; Education Work Relationship; *Entrepreneurship; Partnerships in Education; Two Year Colleges

ABSTRACT

This is an analysis of entrepreneurship-education opportunities at various American community colleges, universities, and business schools. Roughly 100 institutions offer formal educational programs that focus on entrepreneurship; however, approximately 1,500 colleges offer courses in entrepreneurship and small-business management. Community colleges, with their emphasis on workforce development and training, offer a variety of educational opportunities for the entrepreneur, including courses, degrees, certificates, seminars, workshops, and small-business development centers. The author provides specific information on entrepreneurship programs at two California community colleges and one Washington tribal college. In the four-year arena, fewer formal opportunities for learning about entrepreneurship exist. Most universities offer limited courses or workshops; however, two formal entrepreneurship-education programs are located at Ball State University in Indiana and New York University. These institutions offer undergraduate courses and masters degrees in entrepreneurship education. This report also describes FastTrac, which is a noncredit entrepreneurship education program supported by the Kauffman Foundation, as well as two- and four-year institutions. The author concludes that the demand for self-employment and small business ownership is growing, which necessitates more entrepreneurial training. (Contains 13 references.) (MKF)

Reproductions supplied by EDRS are the best that can be made
from the original document.

ED 463 784

Entrepreneurship Education in American Community Colleges and Universities

Nicole Seymour

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)
This document has been reproduced as received from the person or organization originating it.
Minor changes have been made to improve reproduction quality.
Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY
M. Dochterdorf
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

Center for Entrepreneurial Leadership

Clearinghouse on Entrepreneurship Education

U.C.L.A.

TC020291

BEST COPY AVAILABLE

Entrepreneurship Education in American Community Colleges and Universities

By Nicole Seymour

While historically, entrepreneurship training has existed only on the fringes of academe, a growing number of community colleges, universities and business schools in the United States now provide it in several forms. Drury (1999) estimated that 1,500 institutions offer credit courses in both entrepreneurship and small-business management (p. 9). Unlike more traditional courses of study, the entrepreneurship offerings at these institutions make up a more varied assortment of classes and clubs, majors and co-majors, certificates and concentrations, with just 100 institutions offering formal programs (Dunn & Short, 2001, ¶ 1).

Entrepreneurship Education at Community Colleges

Community colleges, with their emphasis on preparation for further education, workforce training, and community development, offer a variety of entrepreneurship education opportunities. These include both credit and noncredit study in classes, seminars, workshops, and small business development centers, and a variety of majors, degrees, and certificates.

Two such colleges are Cuyamaca College and Las Positas College, both located in California. The business department at Cuyamaca offers six different programs, one of which is "Entrepreneurship-Small Business Management." Co-sponsored by the U.S. Small Business Administration, this program offers associate's degrees and certificates in business. Required courses for the Cuyamaca entrepreneurship major include "Entrepreneurship: Successful

FC02291

states, through chambers of commerce, small business development centers, and two- and four-year colleges and universities, among other institutions. In the state of Iowa alone, 16 community colleges offer FastTrac courses that help enrollees (both registered students and non-students) who already have business concepts learn how to market their concept, develop budgets and identify sources of capital (Kauffman Center for Entrepreneurial Leadership, 2001).

Despite these various options for those who want to learn about entrepreneurship, entrepreneurship education in the higher education system is a work in progress. Less than 20 universities have developed their entrepreneurship programs into majors, despite the fact that studies suggest "the field of entrepreneurship [has] matured to the stage where it can stand alone as a separate major in business schools" (Dunn & Short, 2001, ¶ 1). Based on a literature review, Drury (2000, ¶ 24) found "significant gaps in the types of [entrepreneurship and business] training provided by Virginia's community colleges: a lack of specific training and course timeliness ... industry-specific training, and a lack of on-site training."

Evidence suggests that the demand for specific, well-developed entrepreneurial training is quite strong. Drury (1999) found that 84% of Virginia community students surveyed had "strong" or "some" interest in the theoretical curriculum of an entrepreneurship and small-business management program (p. 26), which would include classes from Small Business Law to internships. Dunn and Short (2001) reported that 76 percent of undergraduate students at the University of Louisiana would likely pursue one or more courses in entrepreneurship, 35 percent would likely major in entrepreneurship, and 32 percent would likely minor, if the university were to offer those options.

Marketing" and "Entrepreneurship: Managing a New Business," after which students take six units of electives (Cuyamaca College, 2001). Similarly, Las Positas offers a certificate or an associate's degree in business entrepreneurship. This line of study is considered an occupational program, as opposed to a transfer degree program (Las Positas College, 2001).

Though usually offered in conjunction with business studies, some community colleges offer entrepreneurship as a major on the way to other degrees. For example, Northwest Indian College, a tribal college in Washington state, offers students the option of earning an associate of technical arts degree while majoring in entrepreneurship. This program provides training in business functions such as marketing, merchandising, accounting, and computer applications. The college states that their courses "are adapted to the particular needs of the small business owner" (Northwest Indian College, n.d., ¶ 1), representing a flexibility typical of many community college programs.

Entrepreneurship Education at Universities

Though a small number of universities offer formal programs in entrepreneurship, most major universities offer at least one entrepreneurship class, ranging from more specific subjects like UCLA's "History of Entrepreneurship in the U.S. Economy" workshop, offered through the economics department, to broader courses such as "Entrepreneurship," offered to business administration majors at the University of Wyoming (University of California, Los Angeles, 2001; University of Wyoming, 2001). Of the universities that do offer entrepreneurship programs, many do so at both the undergraduate and graduate level, often through the guidance or under the auspices of specific entrepreneurial institutes and centers that have been established at the school.

One such school is Ball State University in Indiana, which offers undergraduate and graduate programs through the Institute for Entrepreneurship at their business school. The graduate program offers an M.B.A. in Entrepreneurship, which involves clusters of emphasis focusing on concepts such as tools, operations and strategies for entrepreneurship, and includes courses such as "Managerial Communication" and "Corporate Entrepreneurship." While Ball State does not offer an undergraduate entrepreneurship major, it offers a concentration in entrepreneurship and small business management, featuring such courses as "New Venture Creation" and a small business practicum (Ball State University College of Business, 2000).

Some universities modify their entrepreneurship studies programs with requirements and unique configurations. Iowa State offers what they call an "Entrepreneurship and Strategy Option" - which can be a student's only major, though enrollees are encouraged to add a minor or another major (ISU Pappajohn Center for Entrepreneurship, 2001). New York University offers an MBA Entrepreneurship and Innovation "co-major," meaning students must also major in one of the "basic functional fields" - finance, management, marketing, economics, etc. They are then required to enroll in a core course, "Foundations of Entrepreneurship," and three subsequent courses from a list of electives that includes "Family Business Management" and "Global Economic Integration and Entrepreneurship." Stern offers six courses in the Entrepreneurship and Innovation area to undergraduates, but no minor or concentration (New York University Stern School of Business, 2001).

One of the institutions that is most dedicated to undergraduate entrepreneurship education is

Norte Dame, which offers a concentration in entrepreneurship for undergraduate business students, a minor in entrepreneurship for undergraduate management majors, and a minor in entrepreneurship for undergraduate business students. (MBA students can also pursue a concentration in entrepreneurship.) Norte Dame offers an array of entrepreneurial courses, including such classes as "e-Entrepreneurship," "Entrepreneurship in Developing Countries," "Organizational Structure: Environmental Forces and the Entrepreneurial Firm," and "New Ventures and the Law" (University of Notre Dame Mendoza College of Business, 2000).

Many business schools at U.S. universities have their own entrepreneurial programs that cater solely to graduate-level students - though not always in a major or MBA format. For example, Stanford's Graduate School of Business offers no MBA, concentration or certificate in entrepreneurship, but they offer many opportunities for entrepreneurship education. The Center for Entrepreneurial Studies at Stanford develops, sponsors and promotes programs such as the Entrepreneur Club, the Stanford Entrepreneur Task Force and the MIT/Stanford Venture Lab. The center's Web site features an Entrepreneur Resource Database and abstracts of case studies in entrepreneurship, in addition to curricular offerings (Stanford Graduate School of Business, 2001).

Supply and Demand for Entrepreneurship Education

Besides teaching enrolled students, higher education institutions also provide education and training to existing business owners and entrepreneurs, through popular programs such as FastTrac. FastTrac, which is usually offered on a noncredit basis, is designed to provide entrepreneurs with business knowledge, leadership skills and professional connections in order to create or expand businesses. FastTrac programs are currently being provided in 150 cities in 38

To satisfy these demands for entrepreneurship studies and training, and to keep up with the national trend of greater self-employment, universities and community colleges nationwide will need to start expanding or developing their entrepreneurship education programs.

References

Ball State University College of Business. (2000). *Institute for Entrepreneurship*. Retrieved October, 2001: http://www.bsu.edu/business/ie.htm (c20010951)

Cuyamaca College. (2001). *College catalog*. Retrieved October, 2001: http://www.cuyamaca.net/cc/catalog.asp (c20013729)

Drury, R. L. (1999). Entrepreneurship education in the Virginia Community College System: A doctoral dissertation (Doctoral dissertation, George Mason University). Dissertation Abstracts International, 60, p. 4292 (publication no. AAT 9953707). (c20013657)

Drury, R. L. (2000, Fall). Measuring demand for noncredit entrepreneurship and small-business management education from Virginia's businesses: A review of the literature. *Inquiry: The Journal of the Virginia Community Colleges, 5*(2), 22-31. (c20012808)

Dunn, P., & Short, L. (2001). *An entrepreneurship major?* Retrieved October, 2001: http://www.sbaer.uca.edu/Research/2001/ASBE/27asbe01.htm (c20013680)

ISU Pappajohn Center for Entrepreneurship. (2001). ISU Pappajohn Center for Entrepreneurship. Retrieved October, 2001: http://www.isupjcenter.org (c981318)

Kauffman Center for Entrepreneurial Leadership. (2001). *FastTrac*. Retrieved October, 2001: http://www.fasttrac.org (c20013558)

Las Positas College. (2001). *Academic programs and resources*. Retrieved October, 2001: http://www.clpccd.cc.ca.us/lpc/academics/index.htm (c20013728)

New York University Stern School of Business. (2001). *The Berkeley Center for Entrepreneurial Studies*. Retrieved October, 2001: http://www.stern.nyu.edu/ei/bces/index.html (c20010317)

Northwest Indian College. (n.d.). *Entrepreneurship*. Retrieved October, 2001: http://www.nwic.edu/academics/degreeen.html

Stanford Graduate School of Business. (2001). Center for Entrepreneurial Studies. Retrieved October, 2001: http://www.gsb.stanford.edu/ces/ (c2002282)

University of California, Los Angeles. (2001). *UCLA registrar's online schedule of classes*. Retrieved October, 2001: http://www.registrar.ucla.edu/schedule

University of Notre Dame Mendoza College of Business. (2000). *Gigot Center for Entrepreneurial Studies*. Retrieved October, 2001: http://www.nd.edu/~entrep (c20010649)

University of Wyoming. (2001). *General bulletin*. Retrieved October, 2001: http://siswww.uwyo.edu/reg/bulletin

*CELCEE numbers are in parentheses

U.S. Department of Education
Office of Educational Research and Improvement (OERI)
National Library of Education (NLE)
Educational Resources Information Center (ERIC)

REPRODUCTION RELEASE

(Specific Document)

I. DOCUMENT IDENTIFICATION:

Title: Entrepreneurship Education in American Community Colleges and Universities	
Author(s): Nicole Seymour	
Corporate Source: CELCEE	Publication Date: December 2001

II. REPRODUCTION RELEASE:

In order to disseminate as widely as possible timely and significant materials of interest to the educational community, documents announced in the monthly abstract journal of the ERIC system, *Resources in Education* (RIE), are usually made available to users in microfiche, reproduced paper copy, and electronic media, and sold through the ERIC Document Reproduction Service (EDRS). Credit is given to the source of each document, and, if reproduction release is granted, one of the following notices is affixed to the document.

If permission is granted to reproduce and disseminate the identified document, please CHECK ONE of the following three options and sign at the bottom of the page.

The sample sticker shown below will be affixed to all Level 1 documents

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

Sample

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

1

Level 1

☒

Check here for Level 1 release, permitting reproduction and dissemination in microfiche or other ERIC archival media (e.g., electronic) and paper copy.

The sample sticker shown below will be affixed to all Level 2A documents

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL IN MICROFICHE, AND IN ELECTRONIC MEDIA FOR ERIC COLLECTION SUBSCRIBERS ONLY, HAS BEEN GRANTED BY

Sample

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

2A

Level 2A

☐

Check here for Level 2A release, permitting reproduction and dissemination in microfiche and in electronic media for ERIC archival collection subscribers only

The sample sticker shown below will be affixed to all Level 2B documents

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL IN MICROFICHE ONLY HAS BEEN GRANTED BY

Sample

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

2B

Level 2B

☐

Check here for Level 2B release, permitting reproduction and dissemination in microfiche only

Documents will be processed as indicated provided reproduction quality permits.
If permission to reproduce is granted, but no box is checked, documents will be processed at Level 1.

I hereby grant to the Educational Resources Information Center (ERIC) nonexclusive permission to reproduce and disseminate this document as indicated above. Reproduction from the ERIC microfiche or electronic media by persons other than ERIC employees and its system contractors requires permission from the copyright holder. Exception is made for non-profit reproduction by libraries and other service agencies to satisfy information needs of educators in response to discrete inquiries.

Sign here, → please

Signature: Mary Beth Dockendorf	Printed Name/Position/Title: Mary Beth Dockendorf, Administrator	
Organization/Address: Center for Entrepreneurial Leadership Clearinghouse on Entrepreneurship Education, 3042 Moore Hall, UCLA, LA CA 90095	Telephone: (800) 4-CELCEE	FAX: (310) 206-8095
	E-Mail Address: celcee@ucla.edu	Date: 3/15/02

(over)

III. DOCUMENT AVAILABILITY INFORMATION (FROM NON-ERIC SOURCE):

If permission to reproduce is not granted to ERIC, *or*, if you wish ERIC to cite the availability of the document from another source, please provide the following information regarding the availability of the document. (ERIC will not announce a document unless it is publicly available, and a dependable source can be specified. Contributors should also be aware that ERIC selection criteria are significantly more stringent for documents that cannot be made available through EDRS.)

Publisher/Distributor:
Address:
Price:

IV. REFERRAL OF ERIC TO COPYRIGHT/REPRODUCTION RIGHTS HOLDER:

If the right to grant this reproduction release is held by someone other than the addressee, please provide the appropriate name and address:

Name:
Address:

V. WHERE TO SEND THIS FORM:

Send this form to the following ERIC Clearinghouse:

However, if solicited by the ERIC Facility, or if making an unsolicited contribution to ERIC, return this form (and the document being contributed) to:

ERIC Processing and Reference Facility
4483-A Forbes Boulevard
Lanham, Maryland 20706

Telephone: 301-552-4200
Toll Free: 800-799-3742
FAX: 301-552-4700
e-mail: ericfac@inet.ed.gov
WWW: http://ericfac.piccard.csc.com